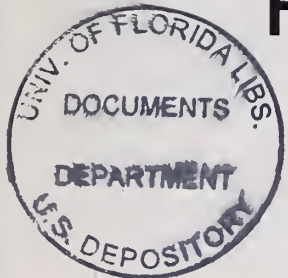




# Recruiting

JOURNAL OF THE UNITED STATES ARMY



## Headlines in the Making

Have you ever dreamed of having an Army spectacular at a fair or other large gathering of citizens that would be so sensational that local history would be dated from the event?

But, you might be hard pressed to obtain such an event.

This is the Space Age, so look to the skies. Skydiving is the word for it, though officially it is termed free fall parachute jumping, and what an event it would be at your state fair or local celebration.

Skydiving, or sport parachuting as it is sometimes called, is a relatively new sport that puts skindiving and cave-exploring in the croquet class. It is based on the principle that a person falling free through the air can control his direction and rate of fall to a surprising degree by skilled movements of his hands, feet, and body. This is done during delayed parachute jumps, and an expert can execute some startling maneuvers during a free fall, open his chute at a safe altitude, and land accurately in a target ground area.

Army skydiving hasn't exactly gotten off the ground for civic exhibitions as yet, but there's a U. S. Army Sport Parachute team at Fort Bragg, North Carolina, willing and able to do the job for you — providing . . . you can furnish the Parachute Team with certain necessary support.

A normal demonstration is composed of the following events:

- a. *Introduction* — Narrator gives history and purpose of team and sport parachuting. Brief demonstrations of equipment and its function are presented, as well as body positions during free fall.
- b. *Jump 1* — One or two personnel from an altitude of 3,000 feet. This low altitude jump allows the spectators to easily pick up the plane and the falling bodies with the naked eye. At least two different types of chutes are displayed and a description given of each while jumpers are descending. Precision landing is made.
- c. *Jump 2* — Two to four persons on a 20-second delay from 5,200 feet. Jumpers use smoke but the falling body can still be easily picked up by the unassisted eye. Jumpers execute simple maneuvers to show how horizontal directions can be varied during free fall.
- d. *Jump 3* — Four to six persons on a 30-second delay from 7,000 feet. Jumpers use smoke. They work in pairs to demonstrate how changes in rate of descent and horizontal direction can be made during free fall. Due to the aerial maneuvers, jumpers cannot always make a precision landing. They are spotted to land in



MEMBERS OF U. S. ARMY Sport Parachute Team with trophies they have won in major national and international competitions: (L to R kneeling) Sgt George R. Brown, SFC Harry C. Arter, SP4 Lay B. Brydon, 2d Lt James P. Pearson, Sgt Danny R. Byard, and SP5 Richard T. Fortenberry. (L to R standing) SP4 Curtis W. Hughes, MSgt John T. Hollis, Sgt Robert H. Lonier, SP4 Henry L. Arender, Brig Gen Joseph Stilwell, Maj Merrill L. Shepard, SFC Ralph K. Palmer, Sgt Vernon Morgan, and SFC Ray L. Love.

the safe area but cannot be expected to achieve 0-25 yard accuracies.

e. *Jump 4* — Four persons from an altitude of from 10,000 to 12,500 feet. All jumpers use smoke. Formation falls, baton passes, and advanced maneuvers will be executed. Precision landings are secondary to the maneuvers although both can be accomplished if wind conditions are favorable.

The events just described require 20 to 25 minutes. More jumps with different maneuvers can be executed to lengthen the demonstration; they may be omitted to shorten it.

The events are spectacular and seemingly dangerous. When executed by well-trained parachutists, they remain spectacular but are completely safe.

The demonstrations of this team could do much to make the Army "image" a bit more adventuresome and attractive to young men. Such demonstrations will certainly attract large crowds of spectators as has been proved by a crowd of over 20,000 which turned out at Danville, Virginia, to view a one-hour demonstration there.

Following are the necessary support arrangements:

- (1) *Aircraft Support* — Fixed wing L-20 and UA-1 Army aircraft are suitable as are H-34, H-21 and H-19 helicopters. Air Force C-123, C-119, and C-130 can be used if permission can be obtained. It has been suggested that a suitable plane might be obtained from the National Guard of your state, but this would again make additional red tape for the event.
- (2) *Medical Support* — A means of medical evacuation and an aidman are required. Civilian medical facilities are acceptable.
- (3) *Communication* — Radio communication between control

(Continued on page 3)



# did you know?

by the editor . . .

When Congress, by Act of March 16, 1802, formally established the United States Military Academy, Major Jonathan Williams, grandnephew of Benjamin Franklin, as the highest ranking Engineer at West Point, became its first Superintendent.

Major Williams' first term as Superintendent ended on June 20, 1803, when he resigned because of a dispute over his right to command troops stationed at West Point.

During the Revolutionary War, many of the Engineer officers were foreign nationals, recruited as advisors and technicians to assist the infant Continental Army. They were subordinate to officers in other branches of the service and were not authorized to command troops. When the dispute arose, Major Williams felt that to apply this limiting regulation to him in his position was degrading and he therefore resigned his commission.

President Jefferson, having made concessions to Williams' rights and status, was able to persuade him to accept a Lieutenant-Colonelcy in 1805. As such, he returned to military service on April 19, 1805, as Chief Engineer and Superintendent of the Military Academy.

In its earliest days, the Academy's curriculum stressed field surveying and measurement. Major Williams gave lectures on fortifications, taught the cadets the use of surveying instruments, and conducted them on surveys of the terrain surrounding West Point.

He also was interested in scientific subjects and he established an organization known as "The United States Military Philosophical Society," the purpose of which was to promote "Military Science."

Colonel Williams remained as Superintendent until July 31, 1812, when he was succeeded by Colonel Joseph G. Swift, the first graduate of the Academy — Class of 1802.

## Recruiting

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Lt. Col. Robert B. McBane, AGC  
Chief, Publicity Branch  
MPPD-TAGO

Mr. Joe H. Williams, Editor

Mrs. Gertrude Drucker, Associate Editor

AREA CORRESPONDENTS

Mr. Michael Durkas.....First Army  
1st Lt William I. Smart.....Second Army  
MSgt John H. Chapman.....Third Army  
Mr. Hugh C. Lindsey.....Fourth Army  
Miss Marjorie Farrell.....Fifth Army  
Miss Ester Bloom.....Sixth Army  
SSgt Joseph R. Dolan.....MDW  
MSgt Roland L. Dostal.....ARADCOM  
SSgt George W. Stinger.....TAGSUSA  
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No. 7

## U. S. Army Recruiting Service Selects Agency

The Department of the Army has notified the firm of Dancer-Fitzgerald-Sample, Inc., 347 Madison Avenue, New York City, of its selection to service the advertising account of the United States Army Recruiting Service and the Army Reserve and ROTC Affairs.

The new contract will be for one year with two renewable options of one year each, subject to availability of funds.

This agency has successfully competed for the Army account since October 1952.

## Relative Standings Reenlistment Competition July 1, 1959 thru April 30, 1960

ZI Armies and MDW	Standardized Immediate Reenlistment Rate
1—Third Army	39.5
2—Second Army	38.9
3—Sixth Army	38.0
4—Fifth Army	35.7
5—Fourth Army	33.4
6—M.D.W.	33.1
7—First Army	32.2

Technical Services Corps	Standardized Immediate Reenlistment Rate
1—Quartermaster	45.7
2—Transportation	36.0
3—Chemical	33.8
4—Medical	33.4
5—Signal	30.9
6—Engineers	29.6
7—Ordnance	29.2

Source: RCS AG-219

## "The Nike Hercules Story"

The Motion Picture Library, Army Pictorial Division, OCSIGO, DA, now has 16-mm color prints of a recent motion picture release entitled "The Nike Hercules Story." Because of the limited quantities available, distribution will not be made to all Army film and equipment exchanges; however, prints may be borrowed direct from the DA film library.

"The Nike Hercules Story" is a 30-minute film produced, in cooperation with the U. S. Army, by Western Electric Company. It is cleared for public non-profit and television use.

(Fram Army Information Liaison Bulletin)

Change of address, request for increase or decrease, should be reported promptly. Use address given in Flag on page two.

## Unwarrantable Criticism

A very small minority of recruiting main station commanders have complained that they telephoned the Army School Section, Washington, D.C., on the date that quotas for Army schools were scheduled to be released, only to find that no quotas for the schools requested were available.

The Army School Section allocates all quotas which are available under the USCONARC Training Program. However, changes in training requirements, fluctuations in strengths, and changes in MOS very frequently result in cancellation of scheduled classes. Also during the first quarter of each fiscal year quotas are given out for high school students on the basis of DA Form 161 applications, without regard to quota allocation period. This sometimes results in the allocation of all quotas prior to first date of quota allocation period.

Publication of changes to the Advanced Individual Training Schedule is not feasible. Personnel of the Army School Section will advise recruiting main stations during daily telephone calls of courses in which training has been cancelled or in some instances allocation of quotas temporarily suspended. Recruiters must remember, however, that quotas can be made available only as scheduled by the USCONARC Training Program.

## "Your Personal Affairs"

A new pamphlet designed to guide military personnel in arranging their personal affairs is being distributed to members of the Armed Forces.

The 24-page booklet, titled "Your Personal Affairs," (DA Pam 355-101) stresses the importance of having an up-to-date record of vital personal and family documents and papers, and letting other family members know its contents and location. The pamphlet contains a two-page personal affairs record form for individual servicemen to use.

It explains wills, powers of attorney, banking, legal assistance, income taxes, insurance, home loans, retirement, social security, medical care and many other bits of information vital to the soldier and his family.

"GOING BACK TO CIVILIAN LIFE" is the title of DOD Pamphlet 6-14 now being distributed. The 60-page booklet gives pertinent advice on subjects ranging from "Important Documents" to "Advice and Counsel." Additional copies may be ordered at a cost of 20¢ each from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.



AN ARMY SKY DIVER leaves the H-21 helicopter in his "stabilized" position which he will assume for a period of approximately 30 seconds as he plummets 4,500 feet toward a target on the ground. The Army will send a five man team to represent the United States in the Fifth World Championship at Sophia, Bulgaria, later this year. Selected from 60 competitors at Fort Bragg, N. C., this team will be sponsored by the Parachute Club of America.



A MEMBER OF THE XVIII Airborne Corps Sport Parachute Club lands close to target center while the chief accuracy judge marks his point of impact.

## Headlines in the Making

(Cont'd)



LANDING WITHIN FOUR FEET of the target's center after a drop of 7,000 feet, SP4 Lay Brydan, XVIII Airborne Corps, adds 196 points to his total of 2,117 which allowed him to win the recent U.S. Meet held at Fort Bragg, N. C. Insuring his place on the five man team, Specialist Brydan will again attempt to beat the world's best chutists at Sophia, Bulgaria.

officer and jump aircraft is required. When operating on or near a civilian airfield, the control officer should be tied in by wire to the FAA control tower. Military radios on tactical frequencies are suitable.

(4) *Landing Areas* — There should be no hazards closer than 150 yards to desired point of landing. A tree or bush less than 30 feet in height is not considered a hazard for legal or insurance purposes. Ditches, telephone and power lines, poles, towers, houses, highways and automobile parking areas are definite hazards.

A circular area of at least 150 yard radius gives a reasonable margin of error to compensate for mis-spotting of jumpers. Normally the chutists will land less than 25 yards from desired point of impact.

(5) *Permission of FAA* and local authorities.

(6) *Permission of Department of Defense* for jumps off military installations. Requesting agencies should first address their requests to:

Commanding General  
XVIII Airborne Corps and Fort Bragg  
Fort Bragg, North Carolina  
ATTN: Officer in Charge, PIO Section,  
U. S. Army Sport Parachuting Team

When this request is received by the CG, XVIII Airborne Corps and Fort Bragg, he, in turn, immediately forwards it to Commanding General, USCONARC, with request for their approval and that of Department of Defense.

Any agency requesting services of the Army team should state which of the support items it can provide. Coordination between the OIC of the Army team and the requesting agency will determine how requirements are finally met.

No funds have been earmarked at Fort Bragg or CONARC to support demonstrations by the team off-post. The requesting agency should be prepared to furnish billets and food for the team. Transportation at no charge to the government can often be obtained. OIC of team will attempt to provide this cost-free transportation whenever possible; if he cannot do so, the requesting agency should be prepared to furnish a fund citation for transportation.

Requests should be received at Fort Bragg no later than 30 days, preferably 60 days, prior to date of desired appearance. AR 360-55, especially Par. 6 (h), and AR 95-19 should be studied carefully before making such request.



# Procurement of Army Bandmen

by

Leslie Y. Horkness CWO

Fifth U. S. Army Band

(Editor's Note: The primary mission of every person on recruiting duty is to secure high type of recruits and veterans for the Army. This seems at first a simple statement of a simple proposition, and if you have read the front page article on procurement of bandmen that appeared in the June issue of RECRUITING Journal, it probably sounds simple to recruit musicians. The recruiter has nothing to do but bring in the high type of men desired, but before he can do this he must find the men who are qualified. Here's how one band leader, turned bandsman recruiter, has thoroughly established himself in his Army area and brings in musicians for enlistment. Why not use this and the June article as guides to establish bandsman recruiting in your area?)

"In the Fifth U. S. Army area, experience has taught us that the best sources of potential Army bandmen are not always the obvious ones.

"It is understood that methods that are successful in this area may not work at all in more sparsely populated areas, but adaptations can be made with a little ingenuity. A few such sources are listed below:

- Fraternal Orphanages — The author-

ities are always happy to place their graduate bandmen. We enlisted six men in one day at Mooseheart, Illinois.

- Legion, V.F.W., C.Y.O., Elks, Boy Scout, and Newsboy Bands should be checked for potential bandmen even though members are still in their teens.

- Close liaison with the high hierarchy of all religious faiths should be sought. Most rank and file ministers, priests, and rabbis have been service chaplains. They will enthusiastically assist your program if approached properly.

- Close liaison should be maintained with local musicians' unions. This is difficult of course but keep in mind the members' sons are going to have to serve their country some day.

- Seize every possible opportunity to 'guest conduct' even at a financial loss to yourself. This is one of the most fertile fields of recruiting and the amount of newspaper publicity you will receive is enormous.

- At all municipal parades visit each band present even if only for a few moments.

- Make yourself available as guest speaker at Kiwanis, Rotary, Lions, Junior Chamber of Commerce, etc., luncheons and dinners.

- Keep up an active correspondence with all college and high school band directors. They will be happy to display literature and pictures on their bulletin boards. Many youngsters will ask their advice about military service.

"Several large display boards should be made. These must be attractively lettered, and outlined in 'flitter' with cut out spaces to mount pictures of the director, the band, and dance orchestra. (Always cover these pictures with acetate in order to avoid 'moustaches' or mutilation.) These display boards shipped in a crate ahead of your appearance in any town can be placed by the local recruiter at strategic points.

"Make your recruiting program a long term project. Too often we ignore the long haul and concentrate on the present.

"At Fifth U. S. Army Headquarters we have been quite successful in obtaining competent enlistees. Most of this has been the result of meticulous observance of small personal contacts, above all — keeping at it the year around."

## Music to Enlist By



Over 1,000 junior and senior students of Newtown High School, Flushing, Long Island, N. Y., were given the opportunity to see firsthand the opportunities available to those who qualify for a career in music with the U. S. Army when the First U. S. Army Band presented a concert at that school. From the reaction of the students the affair was a great success. All arrangements for the concert were made by the local Army recruiters at the request of the school authorities. Left to right are Mr. Francis S. Mosley, principal; Sgt John H. Steiner, recruiter; CWO Chester H. Heinzl, First Army Band Master; Mr. John M. Baker, guidance counselor; and MSgt John Birrell.

## "Happy 18th Birthday"



Mrs. Oveto Culp Hobby (right), first Director of the Women's Army Corps, is presented a WAC birthday cake as a highlight of the 18th Anniversary celebration in Houston, Tex., by Maj Helen E. Friedrich, WAC enlisted selection officer, Fourth U. S. Army Recruiting District. As president and editor of the Houston Press, the former WAC Director accepted the cake with best wishes for a "long and happy life to the Women's Army Corps."



# Nurses' Conventions Fertile Field For Army Nurse Corps Program

The United States Army Nurse Procurement Program received tremendous impetus when the National Student Nurses and American Nurses Associations held their national conventions at Miami Beach, Florida. With more than 8,000 professional and student nurses converging on the Miami Beach Convention Hall from all over the United States, its territories and 38 foreign countries, crisp, starched uniforms, school-telling caps, and neat service uniforms were the order of each day of the week-long convention.

Heading up the United States Army contingent was Col Margaret Harper, chief, U. S. Army Nurse Corps. With the excellent coordination achieved by Maj Isabel S. Paulson, Personnel and Training Division, Office of the Surgeon General, Washington, D. C., the Army Nurse Corps meshed its gears smoothly with one of the most comprehensive agenda ever planned by the American Nurses Association.

Programs during the week focused generally on improvement of professional nursing practice in the light of medical and scientific advances and changes in clinical practices. General programs were devoted to the use of research in planning patient care, the responsibility of nursing in disaster preparedness, and the relationship of social legislation and nursing practice. The acute shortage, nation-wide, of trained nurse personnel, and its effect on training programs and procurement, received considerable attention during the discussions.

More than 250 U. S. Army and Reserve Nurse Corps officers attended a specially planned breakfast at the Roney Plaza Hotel. Colonel Harper was the chief speaker, and leading administrators, DACOWITS members and national and state nursing heads listened with great interest as Colonel Harper outlined the Army's program and the world-wide accomplishments of the Army nurse in interpreting American nursing practices. Chiefs of the Navy and Air Force Nurse Corps also attended.

Two U. S. Army exhibits were displayed at the convention hall. One told the story of formal and informal educational opportunities that are available in the Army Nurse Corps. The other, "Communications in Nursing," portrayed the latest developments in visual aids for teaching and demonstration.



COL MARGARET HARPER (background), chief of the U. S. Army Nurse Corps, listens intently as student nurses get Army Nurse Program details from Capt Mary McLean (center) at the Army booth in the Miami Beach Convention Hall.

In addition to the advantages of direct contact with school and college personnel, student nurses, directors and supervisors, specially prepared publicity releases were made to newspapers and radio and television stations to tell the Army Nurse story during the conventions. A special inter-service television program was conducted on WPST-TV, the ABC station in Miami, during which Colonel Harper outlined the background and accomplishments of the Army Nurse Corps. Major Paulson spoke of Army Nurse procurement and its liaison activities with schools and colleges in the United States.

Tied in with the nurses' conventions was an attractive, interesting window display installed in downtown Miami which welcomed all nurses and included colored photographs of Nurse Corps uniforms, medical equipment and posters, and booklets on Army Nurse Corps Training Programs. Publicity and displays were coordinated by Sgt D. Livingston, Miami USARMS information supervisor.

"The success of the U. S. Army Nurse Procurement Program," Colonel Harper stated, "rests entirely with the degree of cooperation afforded by school faculties, supervisors and directors. Our activity at

this convention has been extremely beneficial in building our nurse procurement program with the organized nursing groups and college and state organizations. Our public relations and publicity effort with the National Student Nurse and American Nurse Associations, and with other groups attending these excellent conventions was especially effective."

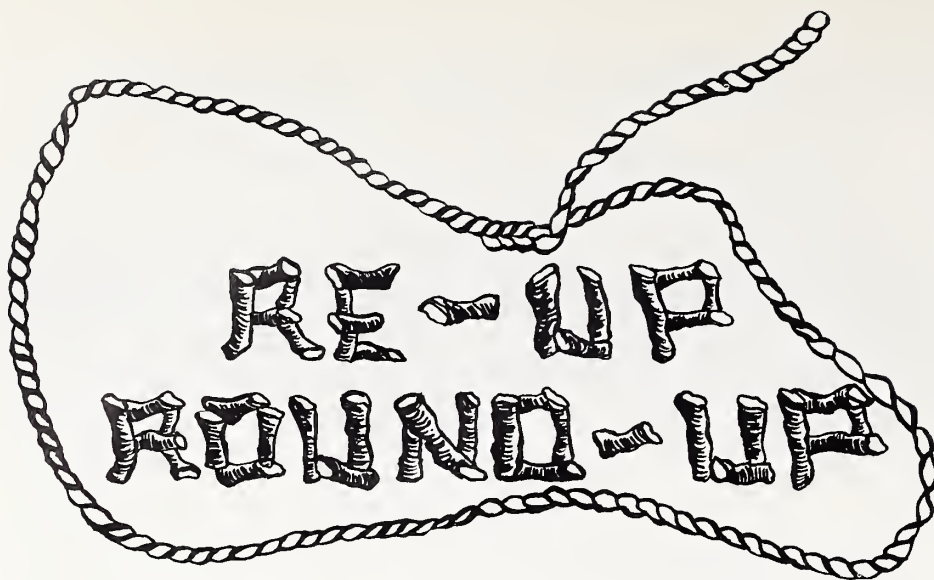
## WAC Day in San Diego

In commemoration of the eighteenth anniversary of the Women's Army Corps, the Honorable Charles C. Dail, mayor of San Diego, California, officially proclaimed May 14 as "Women's Army Corps Day" in San Diego.

In his proclamation, Mayor Dail called upon the citizenry of San Diego to extend its congratulations to the Women's Army Corps.

The import of this event is magnified as the City of San Diego is noted for being a Navy-Marine city, and San Diego's Army recruiters should be justly proud of obtaining a proclamation of such significance.





One of the most important functions of the Career Counselor is the education of troop leaders with whom he comes in contact in the intricacies of the Reenlistment Program. Knowledge of the Reenlistment Program on the part of the leaders closely associated with the prospect often means the difference between the success and failure of a unit reenlistment effort. Published here for the information of all concerned is the method used by the 3d Armored Division to fill educational gaps in the Division Reenlistment Program.

\* \* \*

## 3d Armored Division Re-Up Education Program

A survey of the Reenlistment Program in the 3d Armored Division (Spearhead) was conducted in December 1959 by Capt Verne D. King, Division reenlistment officer; MSgt R. L. Christopherson, career counselor supervisor; and SFC Roland R. Beliveau, Division career counselor. The survey was to identify the factors which contribute to success or failure in achieving satisfactory results in the reenlistment program.

Two questionnaires for officers were prepared, one for company commanders and one for all other company grade officers. The questions covered their responsibilities, knowledge of options and benefits, and their attitudes in the reenlistment program. A total of 48 out of 84 company commanders, and 77 out of 420 other company officers were administered the questionnaires.

A questionnaire for noncommissioned officers in grades E-5 and above was prepared. The questions were of the same nature as those administered the officers.

This questionnaire was administered to 194 NCO's.

The over-all results showed that many company commanders, other company officers and noncommissioned officers were not familiar with the fact they have a responsibility in reenlistment, as outlined in paragraph 1a, AR 601-280. Many did not know the difference between options and benefits or the basic reenlistment qualification of three or more aptitude scores of 90 or higher. Attitudes of many reflected they needed education in their reenlistment program.

Twenty-nine mandatory classes were presented by Captain King, 3d Armored

Division reenlistment officer, to all company grade officers and all noncommissioned officers in the Division. The length of the class was two and a half hours and the reenlistment films MF 12-8767, "Harry's Hat Hangs High," and MF 20-8714, "All Present and Accounted For" were shown during the lecture. The lecture explained the responsibilities of all officers and noncommissioned officers in rendering energetic, enthusiastic, and wholehearted support to the reenlistment effort (AR 601-280). Leadership was the main theme used to explain how this responsibility is carried out. Options, benefits, and qualifications for reenlistment were explained. The Reenlistment Program was completely explained, as outlined in paragraph 17c, AR 601-280, as changed. Two blow-ups of the Reenlistment Data Card (DA Form 1315) were made. The front of the card explains how it is prepared by Unit Administrative Centers and the back explains who enters the necessary remarks, and how and when they are entered.

The results of the survey and the lectures definitely have caused a better understanding by all officers and noncommissioned officers in the Division. Hereafter, Captain King will conduct a survey of the Division semi-annually and a lecture annually.

\* \* \*

Re-Up Roundup welcomes contributions such as that submitted by the 3d Armored Division. If you have an idea—something



CAPT VERNE D. KING, 3d Armored Division reenlistment officer, explains the Reenlistment Data Card.



you've found that helps your program—submit it to this column and let others share your success. Please remember to submit glossy prints of any posters or art work rather than originals. This will simplify the printer's job, and insure clear reproduction.

\* \* \*

A few 24-sheet billboard posters with the "Always Ready to Lend a Hand" theme are available to any Post able to use them to advantage. Request in the same manner as other publicity items. A complete rundown on publicity plans for the next year will appear next month.

## Reenlistment Materials

Complaints have been received from reenlistment activities that they are either receiving far too little or far too much reenlistment publicity material.

The basis for distribution of these materials has been built up over a long period of time; however, the Army continues to change in many locations and the necessity for more or less publicity material changes with it.

So don't let the distribution personnel who ship your material be the last to be in the know. Make a survey of activities

falling under your jurisdiction and make your recommendations to *The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN-M*, through channels.

Shipments are now being made based on the following percentage allocations:

First Army	4.6	MDW	.9
Second Army	5.0	USARADCOM	5.0
Third Army	12.5	USAREUR	25.6
Fourth Army	9.9	USARPAC	7.3
Fifth Army	7.0	USA	
		RYUKYUS	.4
Sixth Army	6.7	USAHAW	.5
USACARIB	1.0	Signal Corps	2.4
USARFANT	.6	S.G.O.	1.5
USARAL	1.4	Transportation Corps	1.5
Chemical Corps	.5	Provost Marshal Gen.	.1
Engineer Corps	1.0	Finance Corps	.3
Ordnance Corps	1.1	Army Security Agency	2.4
Quartermaster Corps	.8		

Do not waste or want for materials, keep MPPD-TAGO informed.

## Steps of Success



In an unusual reenlistment ceremony held recently at Fort Lesley J. McNair, the four top enlisted grades were represented. Maj Vincent J. Callahan, CO, of both Hq. Ca. (EM) MDW and Hq. Ca. USAG, Fort Lesley J. McNair, and 1st Sgt Harry Hughes, are shown with the reenlistees. On the steps from right to left are:

SMaj (E9) Harry R. Berrier, Hq. MDW  
MSgt (E8) Narman Carrick, Hq. MDW  
MSgt (E7) Oliver S. Cox, USAG, Ft McNair  
SFC (E6) John D. Caamer, Hq. MDW

ENLISTED PAY SCALE					
	Over 2	Over 3	Over 4	Over 5	Over 6
E-9	.....	.....	.....	.....	\$310
E-8	.....	.....	.....	.....	320
E-7	.....	.....	.....	.....	270
E-6	.....	.....	.....	.....	285
E-5	.....	.....	.....	.....	245
E-4	.....	.....	.....	.....	210
E-3	.....	.....	.....	.....	220
E-2	.....	.....	.....	.....	190
E-1	.....	.....	.....	.....	141
E-1 (Over 4 Mo.)	.....	.....	.....	.....	108
	.....	.....	.....	.....	105

RE-UP BONUS	
1st RE-UP	Monthly Basic Pay x Years of RE-UP = BONUS
2nd RE-UP 2/3	Monthly Basic Pay x Years of RE-UP = BONUS
3rd RE-UP 1/3	Monthly Basic Pay x Years of RE-UP = BONUS
4th RE-UP 1/6	Monthly Basic Pay x Years of RE-UP = BONUS

NEW PAY SCALE + ADVANCEMENT + OTHER BENEFITS =

# SOUND FUTURE

*in Modern Army Green*

## GUIDE YOUR future

Europe  
 CONUS  
 Far East  
 Own Vacancy

## RA is the CHOICE WAY

Airborne

School

Civilian Component

### Name One Before You Re Up

YOUR FUTURE LIES in  
CHOICE NOT CHANCE  
SEE

YOUR CAREER GUIDANCE COUNSELLOR \_\_\_\_\_  
 Located in Room \_\_\_\_\_ Bldg No. \_\_\_\_\_  
 Is specially trained and fully qualified to assist you in  
 planning the career which best suits your ambition and taste;  
 the one that will allow you a second career after early Army  
 retirement.

Front and back views of a publicity "prop" created by MSgt Robert J. Moore, career counselor, Headquarters 1st Brigade, Fort Ord, Calif. This eye-catching poster, in color, is being used by Fort Ord, and is reproduced here for the benefit of other reenlistment installations.



# WAC Fashions Pass in Review



1st Lt REGINA H. MacGREGOR (second right) joins the entire cast of lovely young ladies who serve as models for a WAC Fashion Review, as she points out to viewing audience, by use of the WAC Uniform Brochure, the additional uniforms of the Corps which were not available for showing. Models are (left to right) Miss Grace Nussbaumer, Miss Betty Boxter, Mrs. Betty Wilson, Mrs. Carolyn Wilson, and Sgt Alene Weeks, Jacksonville USARMS enlisted WAC recruiter. Assisting Lieutenant MacGregor is MSgt James C. Meachum (third right), Orlando recruiter. Host of this popular quarter-hour on WDBO is Mr. Bill Berry (right).

In celebration of the WAC Anniversary and Armed Forces Day activities throughout the Central Florida area, the Jacksonville USARMS was the recipient of a choice quarter-hour of "live" TV time. Mr. Bill Berry, host of the nightly television show, "Digest with Bill," on WDBO-TV, Orlando, Florida, generously donated his entire broadcast time to a colorful and informative presentation of a WAC Fashion Parade.

Arrangements for this presentation were made by the station recruiter, MSgt James C. Meachum. Sergeant Meachum also participated in the event.

1st Lt Regina H. MacGregor, WAC recruiting counselor, Jacksonville USARMS, and narrator of the show, gathered seven different uniforms of today's modern Women's Army Corps for the showing. Lt Col Helen F. Brecht, WAC staff advisor, Third U. S. Army, contributed to this effort by furnishing Lieutenant MacGregor with her Dress Blue Cape.

Lieutenant MacGregor and Sergeant Meachum both pointed out throughout the

show the progress that has been made since the founding of the Corps in 1942, comparing the jobs assigned and uniforms worn in that early era to the fashionable uniforms and highly specialized assignments enjoyed by today's modern Wac.

Mr. Berry, who is also host on WDBO radio's daily program, "Sincerely Yours," is always most cooperative in assisting the Orlando area recruiters in preparation and presentation of special event programs, in addition to arranging for "live" air time on both WDBO radio and WDBO-TV.

Maj Paul E. Keithly, commanding officer, Jacksonville USARMS, pointed out that this station has met 100 percent of its assigned WAC objective from January 1, 1959, to date. He attributes this fine record largely to station recruiters who have worked so closely with the WAC Recruiting Branch, and by their efforts, have accomplished this goal.

Much credit is also due radio and television workers like Mr. Berry who have so generously contributed time and effort toward the WAC recruiting mission.

## National Guard Seeks More PRIOR SERVICE Recruits

The U. S. Army National Guard is asking Active Army recruiters to help meet its quotas for recruits with prior service.

In the spirit of the "One Army" concept, the Active Army Recruiting Service has been of considerable assistance to the National Guard in recruiting, where such help has been requested by National Guard authorities in the several States.

This help is needed to enable the Army National Guard to maintain a required annual strength of not less than 400,000.

In Fiscal Year 1959, Active Army recruiters accounted for 8,588 National Guard recruits. This included 7,349 prior service men. Second Army Area recruiters led the field with 7,150 Guard recruits, including 7,038 men with prior active service.

In Fiscal Year 1960, Army recruiters topped their '59 production for the National Guard. In the first ten months of FY '60, the six Army areas had already accounted for a total of 8,964 Guard recruits.

Significantly, however, this figure included 7,197 non-prior service recruits and only 1,767 of the badly needed prior service men.

Second Army Area again led the field with 5,518 men referred to the National Guard. Included were 4,012 non-prior service people and 1,506 men with prior service.

National Guard authorities in the Pentagon and in the field have expressed gratitude for the help received from U. S. Army recruiters, and particularly to the men in the Second Army Area, under Col Fred J. Martineau, commanding officer, Second U. S. Army Recruiting District.

But while most National Guard units are meeting quotas for non-prior service people with little trouble, the prior service category needs a sharp boost and Active Army recruiters are in a position to help.

The National Guard's over-all quota for prior service personnel in FY '60 is approximately 28,000. For the ten month period ending April 30, the number of such men actually recruited totaled only 14,500—just over half the required figure with only two more months to go.

The situation will continue into FY '61. Accordingly, National Guard leaders will particularly appreciate more attention by Active Army recruiters to the National Guard's prior service personnel needs.



# Women's Army Corps Anniversary Celebration

In the Richmond, Virginia, USARMS area, the civilian populace and the recruiters went all-out in celebrating the 18th anniversary of the Women's Army Corps.

Proclamations and letters of congratulation were received from Governor J. Lindsay Almond of the Commonwealth of Virginia and from the Mayors of Richmond, Petersburg, Colonial Heights, Hopewell, Norfolk and Farmville. The vice-mayor of Norfolk presented a proclamation citing May 14 as WAC Anniversary Day in Norfolk.

The townspeople and businessmen of the area also participated in the celebration. A "sock hop" sponsored by the U. S. Army Recruiting Service and "emceed" by SFC Bill Haney was held at the Recreation Center in South Hill, Virginia, and in Norfolk,

WTAR-TV covered the WAC party sponsored by the Coca Cola Company and the Nolde's Bread Company. Honorary WAC Membership Certificates were presented to Misses Georganna Querry and Barbara Berryhill, two young ladies who were born on the initial birthday of the WAC, May 14, 1942.

Throughout the area local TV and radio stations gave excellent publicity to the celebration. Lt Juanita Hoerr, WAC selection officer at the Richmond USARMS, appeared on the Helen Hayes show, "Women's Page," on WRNL-TV, the "Dale Cleveland Show," originating from WMBG Radio, on Radio Station WRVA's "The Alden Adroe Show," and on the late news show on WTAR-TV in Richmond.



LT JUANITA HOERR, Richmond USARMS, presents Honorary WAC Membership Certificates to Misses Georganna Querry and Barbara Berryhill at WAC Birthday Party which was celebrated at the Coca Cola Bottling Plant in Norfolk.



OBSERVING THE WAC BIRTHDAY are MSgt William McKnight, SP5 Florence Richardson and Copt L. H. Owens, all of the Richmond USARMS and SFC Bill Honey, recruiter at South Hill, Va. "Smokey" Paul and his orchestra provided the music for the "Sock Hop" for teen agers in the South Hill vicinity. Radio Station WJWS broadcast the festivities from 1600 to 1700 hours on the birthday.

## Have You Received?

Change 3, May 6, 1960 to AR 601-210, sent to field in May, 1960.

Change 4, to AR 601-210, in process of being printed for distribution sometime this month.

Par. 5 a, changes EST score from 37 to 33 and AFQT percentile score from 65 to 50, for men with dependents enlisting or reenlisting in grades E-1 through E-3.

Par. 5 d (2) (a). Effective July 1, women without dependents enlisting or reenlisting will be required to attain scores of 90 or higher on two or more aptitude areas of the Army Classification Battery, one of which must be GT.

Par. 8 b, amended to clarify dependency restrictions for personnel in grades E-3 and below and those in grades E-4 and above who enlist or reenlist upon presentation of DA Form 1811.

Par. 9 g (1). Quota message DA 406244, April 6, 1956, rescinded and places waiver authority at Department of the Army level and discontinues quota allocation.

Par. 9 j added. Former Korean prisoners of war who have not been in service since the period in which they were in prisoner of war status will not be enlisted or reenlisted in the Regular Army without prior approval of The Adjutant General. A request for approval to enlist or reenlist such applicants will be forwarded to The Adjutant General in the manner prescribed in Par. 56 a.

Par. 10 h.1 added. Subparagraph 10 h.1 precludes reenlistment of personnel who are eligible for retirement.

Par. 12 c, amended by adding provisions specifying use of extension in lieu of reenlistment in those cases where an extension will suffice in meeting retirement eligibility.

Par. 22 b, amended to preclude removal of AFWST test material from AFES station. The AFWST will be administered only by AFES personnel under the supervision of the AFES Personnel Psychologist.

60 b and 60 c, amended to require female applicants to be mentally and physically qualified prior to interview by officers.

NOW THAT THE TELE-RADIO UNIT, CINFO, Department of the Army, has issued all television stations a trailer showing the new 50-star flag superimposed on scenes of Washington, D. C., the old 85-second trailer issued by MPPD-TAGO should be destroyed. Advise all television stations in your area that the new trailer replaces the old.



# Operation Hercules

A three day recruiting promotion, centering around the display of a NIKE-Hercules missile at Willmar, Minnesota, under the supervision of MSgt Farel Skinner, recruiting supervisor of the area, resulted in four enlistments and 25 commitments for the next two months.

Cooperating with the event was civilian sponsor, Mr. Buck Juba, owner of the Super Valu Store, who ran a half-page advertisement announcing the event in the *Willmar West Central Tribune* newspaper.

Recruiters hand-carried a news release of the event to the following publications in the area and received 100 percent cooperation from them: *Milan Standard*, *Kerkhover Banner*, *Cosmos News*, *Olivia Times Journal*, *Bird Island Union*, *Hector Mirror*, *Danube Enterprise*, *Renville Star*

*Farmer*, *Sacred Heart News*, *West Central Tribune*, *Atwater Herald*, *Lake Lillian Crier*, *New London Times*, *Raymond News*, *Montevideo News*, *Maynard News*, *Clara City Herald*, and *Watson Journal*.

Spot announcements were aired daily by radio stations KWLM (Willmar), KMBO (Benson), and KLFD (Litchfield). During the display, Randy Arntzen of KWLM interviewed Specialist Jacqueline Wollweber of the Minneapolis USARMS. Sergeant Skinner, and Specialist Jerry Radamacher, assigned to the 3d Missile Battalion near Minneapolis, on the advantages of an Army career. Sergeant Skinner enlisted Specialist Radamacher, an honor graduate of Willmar High School in 1957 for a Regular Army Air Defense Command assignment. First assigned to the 13th AAA Missile Battalion at Lemont, Illinois,

Radamacher later attended Missile Electronics School at Fort Bliss, Texas, and then was reassigned to the 3d Missile Battalion.

The NIKE-Hercules made its entrance into Willmar with a police cruiser and an Army car escort. The Chamber of Commerce loaned the recruiters two loud speakers and a public address system. Schaffer Trailer Sales of Willmar, who had lent the recruiters a trailer sometime back, again came forward to furnish a trailer to set up a mobile recruiting office adjacent to the NIKE-Hercules.

Along with the Army recruiters who were on hand to talk to visitors at Operation Hercules, there were missilemen from the 3d Missile Battalion, 68th Artillery, commanded by Lt Col Roland H. Jensen.



MR. BUCK JUBA (left), owner of the Super Valu Store, Willmar, Minn., who was sponsor of Operation Hercules, receives a Certificate of Appreciation from Capt Edwin Drase, operations officer, Minneapolis USARMS, in recognition of his assistance to the local recruiters. MSgt Farel Skinner, supervisor of the Willmar area, is shown on the right.



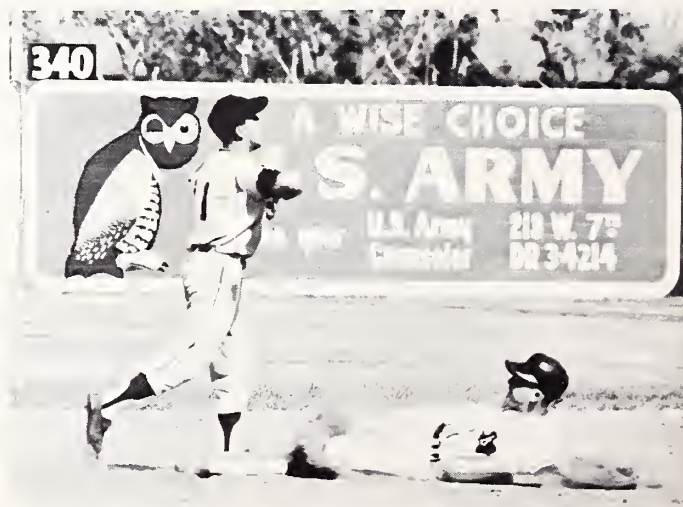
THE NIKE-HERCULES comes to Willmar, Minn. for Operation Hercules, escorted by police cruisers and on Army automobile.

## Big League Publicity



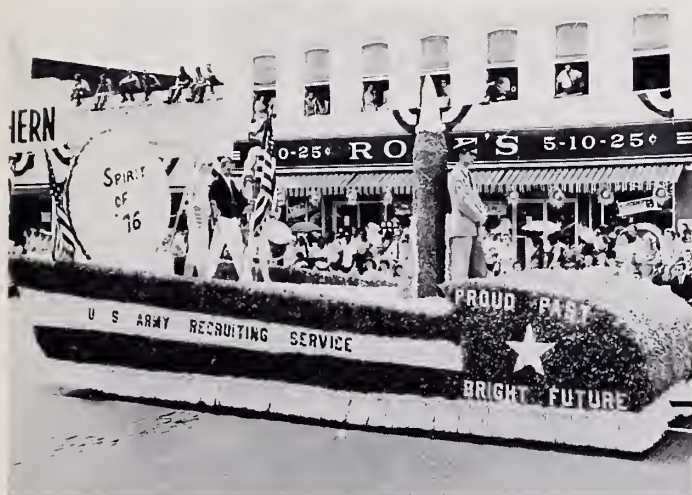
Action at second base draws attention to this USARMS sign at the Gold Sox Baseball Park, Amarilla, Tex. The sign was constructed from art work designed at the Recruiting Publicity Section, Fourth U. S. Army Recruiting District, which was supplied in poster form to each U. S. Army Recruiting Station in the district. Out at second is Jae Arenivas, Gold Sox first baseman, as Carlos Remeriz, Mexico City, throws to first.

WE ARE INDEED SORRY that we omitted credit for obtaining the indorsement of Mr. James E. Allen, Jr., President of the University of the State of New York and Commissioner of Education, State of New York, that appeared on the back page of the June issue of *RECRUITING Journal*, as being due to the efforts of MSgt Maurice Picard, Albany USARMS. Sergeant Picard and his able recruiters of Albany are congratulated for obtaining such a beneficial indorsement for Army schooling.





# "Eye-Catchers" for Army Recruiting



With the theme of a Proud Past and a Bright Future, this U. S. Army Recruiting float was awarded second place at the Rose Festival Parade held at Thomasville, Ga. With the cooperation of the Thomasville schools, the local recruiter, SFC Walter T. Humphrey, was able to participate in the festival. Depicting the "Spirit of '76" are (left to right) Jack Chastain, Thomasville High; Bobby Parrish and Cary Clark, Central High. Depicting the Bright Future is Cary Roan (in uniform), also a student at Central High School.



A gem in a jewel box, marked U. S. Army, is the role of Miss Helen Paulin, Fairpark High School student, who represented the Shreveport, La., USARMS, in the annual "Holiday In Dixie" parade in Shreveport. As Miss Army Recruiter, she rode with her maids of honor, Misses Carolyn R. Houston (left), and Michelle Burks (right), both of Fairpark High School. Over 500,000 persons viewed this float which was constructed by USARMS personnel.



Uniontown, Pa., birthplace of the late General George C. Marshall, and originator of "Americanism Day," conceived 27 years ago as an answer to the May Day celebrations of Communism, was the recent scene of the crowning of a local Army Queen. Queen Lynn Byers was chosen by local dignitaries from over 150 applicants. The coronation of Queen Lynn took place at a luncheon which launched the Americanism Day festivities. The enviable task of placing the crown on Miss Byers' head fell to Col Fred J. Martineau, commanding officer, Second U. S. Army Recruiting District. Highlighting the annual parade was the Army Recruiting float graced by Queen Lynn, her two attendants, Miss Hawaii and Miss Alaska. The float was escorted by nine members of the Duquesne University "Pershing Rifle" Honor Guard. Coordinator and local chairman was SFC Grover D. Clardy, Uniontown Army recruiter.



Motivated by a sincere interest in America's defense position, Edwards Engineering Company of Pompton Plains, N. J., sponsored the construction of this mammoth float for First U. S. Army Recruiting District. The float is brilliantly illuminated for evening parades. An animated globe rotates around a suspended lighted missile. It was featured in the Perth Amboy and New York City Armed Forces Day parades and can be disassembled for shipment to other U. S. Army Recruiting Main Stations in the First U. S. Army area. First U. S. Army orations MSgt Michael F. Feren, MSgt Thomas J. Daoley, SFC Robert Greenberger and Mr. Serge Compagnola combined talents for this spectacular presentation. Left to right are Maj Manuel Estevez, commanding officer, Newark, N. J., USARMS; Mr. Edward Bogucz, vice-president, Edwards Engineering Co.; Col Robert L. Webb, commanding officer, First U. S. Army Recruiting District; Honorable Kenneth R. Snowe, Mayor of Pompton Plains, N. J.; and SFC Michael H. Gaughan, Pompton Plains Army recruiter.



# Keeping the "Tin Cans" out of Armor

## Armor Tracked Vehicle Mechanic Course (17-R-632.2)

A senior World War II battle commander once said, "A tank, even with its huge gun, speed and armor, that won't go because it wasn't properly maintained is as useless in battle as a rusty tin can." Because their know-how and proficiency keep powerful tanks and other vehicles in top condition, tracked vehicle mechanics are rightly considered to be among the elite of the Army.

Students attending the Armor Tracked Vehicle Mechanic Course (17-R-632.2) at the U.S. Army Armor School, Fort Knox, Kentucky, train and learn in a multi-million-dollar laboratory, composed not of test tubes and kindred paraphernalia but of the Army's latest equipment of armor warfare. In classrooms and huge workshops of the School's Automotive Department, skilled instructors teach TVM students the whys and hows of maintaining the vehicles that give our Army the firepower and mobility needed on the modern battlefield.

When the TVM students have completed the intensive 15-week course, they are trained as mechanics who can keep always ready for action the tanks, armored personnel carriers, trucks and Jeeps of the armor (tank) battalions and armored cavalry squadrons.

One of the principal reasons for this course is to guarantee that the Army's mobility does not suffer through lack of skilled mechanics. During Fiscal Year 1960, 37 Armor Tracked Vehicle Mechanic classes were taught by the Armor School and during Fiscal Year 1961, 39 classes have been scheduled. Programmed student input for the current year is 2,331, with 2,433 programmed for Fiscal Year 1961 beginning this July.

The TVM Course, which consists of 591 academic hours, primarily practical exercises, has the purpose of training enlisted personnel to perform organizational maintenance and recovery of tracked and wheeled vehicles organic to armor battalions and armored cavalry squadrons. Prospective students must have as prerequisites good near vision, hand-eye coordination, manual dexterity, and hearing, and normal color perception.

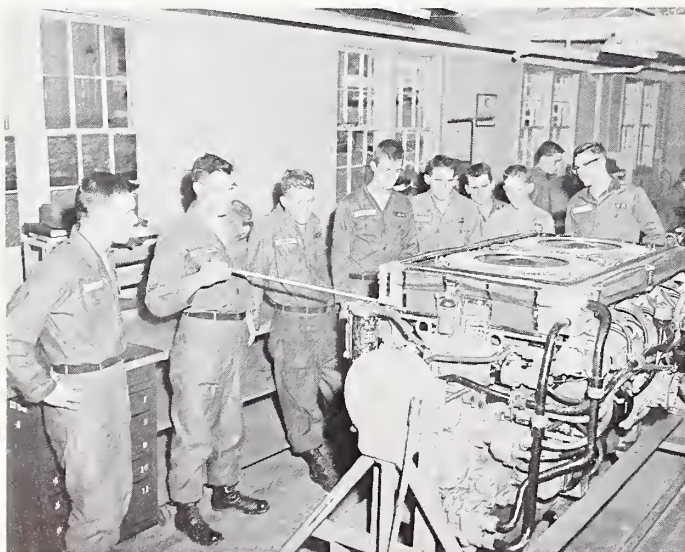
The enlisted men (and occasionally officers of allied nations) attending the TVM Course receive their training in the four instructional divisions of the Automotive Department: the Engine, Chassis, Maintenance and Integrated Divisions. In all, there are more than 300 skilled officers, enlisted men, and civilian instructors

in the Department to present the instruction.

Throughout the 15-week course, students are divided into small groups for their practical work so they will get maximum benefit from the instruction. At every stage of instruction, effective training aids are employed, such as schematic working models of transmissions, electrical circuits, power trains, generators and magnetos. Many of these training aids have been devised so troubles can be built into them by the instructor. The student mechanic then gains experience by "troubleshooting"—finding the defect by step-by-step procedures.

As the course progresses, the student moves from basic study on engines, chassis and electrical systems to work on live engines and equipment that are permanently dismantled for instructional purposes. Then the student is introduced to the actual tanks and trucks, where he gains final mastery in maintenance intricacies.

During the initial week of the course, the student is familiarized with the Army's maintenance system, organization and operation of maintenance platoons and sections in armor units, all the vehicles in



**TANK ENGINE**—"This 825-horsepower engine drives the M48A2 General Patton tank," explains MSgt Raymond Hawthorne (second from left) to a group of Tracked Vehicle Mechanic students during a class in engine characteristics given by the Automotive Department's Engine Division during the second week.



**TROUBLESHOOTING**—Two TVM students "troubleshoot" the ignition circuit on a "live" training aid model of the M48 General Patton tank's electrical system while instructor SFC William Youart (standing right) and other students observe their progress.



such units, tools used for maintenance functions, safety precautions, and use of fire extinguishers.

The first and second weeks also mark his introduction to engines used in the Army's wheeled and tracked vehicles. In the 71 hours of this basic engine instruction, the student learns the operating principles, nomenclature, functioning and components of internal-combustion engines, fuel systems and carburetors of these vehicles. During practical exercises, as throughout the course, assistant instructors work directly with each small group to provide expert guidance. The Engine Division is in charge of this instruction, as well as of that presented through the seventh week of the course.

During the third and fourth weeks the Electrical Branch takes over to instruct in electricity and magnetism, and after such theory, such vehicular necessities as starters, generators, regulators and magnetos are explained. Practical exercises teach the student troubleshooting procedures on different electrical circuits and systems, so he can learn to identify reasons for operating failures.

Next, the student is introduced to live truck and tank engines, and during the fifth, sixth and seventh weeks he works on them and learns to locate and correct troubles in the engine and in the electrical, air-fuel, cooling and lubrication systems. These engines have been permanently dismounted and are installed in cubicles so the students may once again be divided into small groups to gain maximum benefit

from the instruction. The student also gains a working knowledge of tools and testing equipment.

In the eighth and ninth weeks, the Chassis Division trains the student in the construction and functioning of the tank and truck power transmission and chassis systems, the test procedures used to diagnose malfunctions, and the adjustments and services required to keep these units in top operating condition. Brake adjustment, wheel alignment, automatic transmission adjustment and servicing, chassis lubrication, power steering operation are only a few of the maintenance operations taught during this phase.

Going into the tenth week, the TVM student receives seven hours of instruction by the Integrated Division on the parts supply system, requisitioning procedures, use of forms and technical manuals, and the keeping of vehicle records.

The remainder of the tenth week finds the student making his first contact with Army wheeled vehicles as such. The Maintenance Division supervises this instructional segment, as well as the remainder of the course, with the bulk of the program consisting of practical exercises where the student performs actual troubleshooting and general repairs to trucks used in armor units. The student also discovers how a truck can be checked for mechanical condition by road-testing.

The next two weeks are devoted to work on the Army's M48 and M60 medium-gun tanks. In this time, 72 hours are devoted to

practical work that includes operation and functioning; disassembly, assembly and adjustment of track and suspension units; removal of the 800-horsepower power plant from the tank hull; engine tune up; troubleshooting, and general repairs. Also during this period the student becomes familiar with the kit that enables tanks to ford deep water.

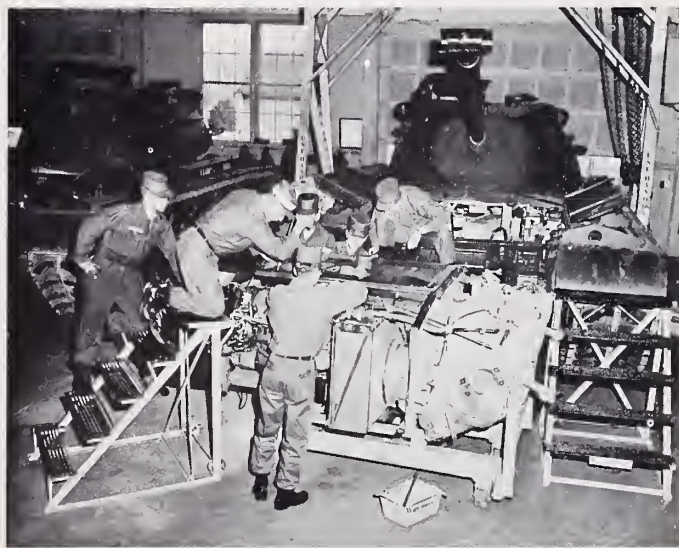
Methods of recovering disabled vehicles occupy the thirteenth week of instruction. The student learns to erect tackle, gain mechanical advantage, rig lines and cables, and use vehicles like the M74, an armored, full-track recovery vehicle equipped with boom and winches. During practical exercises in the field, class members actually recover tanks and trucks from deep ditches and ravines by applying techniques they have learned.

The windup of the course in the fourteenth and fifteenth weeks finds the class doing maintenance work on armored personnel carriers. Once again, they perform practical exercises in such operations as tune up, adjustments, troubleshooting and general repairs.

Payoff for the course comes at formal graduation exercises, when the three top graduates are singled out for special recognition. But for all students successfully completing the rigorous course their diplomas attest that they have learned well their lessons in vehicular maintenance, and that they now are trained to prevent the Army's vehicles of battle from becoming "tin cans" through lack of proper maintenance.



**CARBURETOR ADJUSTMENT**—SFC Virgil Hamilton (right), assistant instructor in the Maintenance Division, observes as TVM students make a vacuum test and adjust carburetor on a 2½-ton M135 6 x 6 Army truck. This work on actual wheeled vehicles comes during the course's tenth week.



**GENERAL PATTON TANK**—MSgt Murray Drane (second from left), instructor in the Automotive Department's Maintenance Division, demonstrates how the cooling fans on the top of an M48 General Patton tank's engine are removed. Later, the TVM students will undertake this and other maintenance operations as they engage in practical training on live tank engines during the eleventh and twelfth weeks.



## Artists Get Choice Assignments



PFC RONALD A. DILISIO (left) and SP4 STEVE FETKO display some of the publicity materials they have produced at Headquarters Second U. S. Army Recruiting District.

Working examples of the Army's CHOICE not CHANCE program are SP4 Steve Fetko and PFC Ronald A. Dilisio, the artists who perform miracles in the Publicity Section at Headquarters Second U. S. Army Recruiting District. These two, both graduates of the Art Institute of Pittsburgh, Pennsylvania, enlisted for the jobs they presently hold, and both are gaining valuable experience in their chosen field.

Their work at Fort Meade includes posters, window cards, car cards, newsmats, printer's designs, displays, roadside signs, and every other type of publicity art work imaginable. Initially, they had little to do, but, once the word got out, the requests came pouring in from the Recruiting Main Stations, and now the two artists are never at a loss for things to do—in fact, they are wondering when's the "off season?"

Both Specialist Fetko and Private Dilisio feel that they are gaining invaluable experience and training which would be difficult, if not impossible, to acquire anywhere else. Headquarters Second U. S. Army Recruiting District is more than pleased to have the benefit of their extraordinary talents.

## Measure of a Man

Regulations governing the size of the Corps of Cadets at West Point, provide that approximately 90 will be appointed from the enlisted ranks of the Regular Components of the Army and Air Force every four years. This year's quota for the Regular Army was 37 and the entire quota was filled by Regular Army men, all of whom first attended classes at the Preparatory School, Fort Belvoir, Virginia.

The basic regulations governing the USMA Preparatory School are Army Regulations 350-55 and Air Force Regulations 53-13. This Preparatory School is exclusively for the benefit of candidates who are serving on active duty in the Armed Forces of the United States. These are Regular Components of the Army or Air Force and components of the Reserve of Army and Air Force *on active duty* at the time of application for entrance to the Preparatory School.

Candidates for competitive examinations for vacancies at West Point can qualify only by taking the regular entrance examinations in March each year. These include

Army and Air Force  
Regular Components  
Reserve Components  
(National Guard of the United States;  
Air National Guard of the United States;  
Army Reserve; Air Force Reserve)  
Presidential

Sons of deceased veterans  
Honor Military and honor naval schools.  
Nominations for candidates for appointment to the Military Academy from non-competitive sources are entirely in the hands of the nominating authority who has the cadetships at his disposal, and all applications must be addressed to him. The great majority (85%) of all appointments are controlled by the first two groups listed below.

Senators (4 each)

Representatives (4 each)

Miscellaneous

Vice Presidential (3)

District of Columbia (6)

Canal Zone Government (2)

Puerto Rico (4)

Sons of Medal of Honor recipients  
(unlimited)

Information on admission, curriculum and eligibility through competitive examinations for the Preparatory School is contained in the USMA Preparatory School Catalogue which may be obtained through regular publication supply channels.

Information on noncompetitive entry into the Military Academy may be gleaned from the USMA Catalogue of Information, also obtained through regular publication supply channels or by writing *The Adjutant General, Department of the Army, Washington 25, D.C., Attn: AGPB-M*, or *The Registrar, United States Military Academy, West Point, New York*.

## WAC Travel Display



1st Lt Janet McManus, assistant WAC selection officer, First U. S. Army Recruiting District, inspects WAC travel display on exhibit at Arts and Graphic Center, 39 Whitehall St., New York City. Props were made available through the courtesy of the Public Relations Section, American Export Lines. A similar display is on view at the Boston USARMS. SP6 Everett G. Petersen, artist-illustrator, First U. S. Army Recruiting District, assembled this unique exhibit.



# Commercials Via Telephone

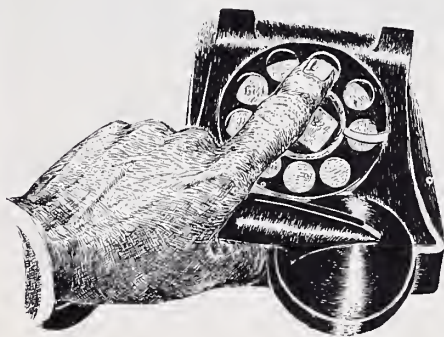
A unique method of presenting the recruiting message was innovated by MSgt Willard C. Hunt, Danville, Kentucky, recruiter during a monthly meeting of the Mary G. Hogsett School Parent-Teachers Association, Danville. Sergeant Hunt, 1st vice-president and program chairman of the PTA, arranged for the demonstration of Direct Distance Dialing (DDD) with officials of the Southern Bell Telephone Company which serves the Danville area. Direct dialing has not yet come into being in the Danville area, but will be in effect on the 11th of September. In the mean-

time the telephone company is conducting demonstrations to educate the public on its use.

Sergeant Hunt realized the possibilities of "killing two birds with one stone" by furnishing his PTA with an interesting program and acquainting the parents and teachers with some of the Army enlistment options available to the youth of the community.

The telephone company picked up the tab for two long-distance calls to Hawaii.

The first call was made the preceding day to Captain David Cho, recruiting officer, Honolulu, to pre-arrange the call to be made during the PTA meeting. It was 8:30 p.m., Danville time and 3:30 p.m., Honolulu time, when the two recruiting personnel held their conversation over a loud speaker in the school auditorium. Although most of the conversation seemed to be shop talk, "live" commercials were slipped into the conversation concerning the Technical School Program, Choice of Travel, and the values of a career in the U. S. Army.



THE DAY OF DIRECT DIALING by telephone has arrived in nearly all parts of our nation as the voice of our 50th State was heard in our land when MSgt Willard C. Hunt, (in picture to left), Army recruiter, Danville, Ky., called long-distance to Captain David Cho, (in picture to right), Army recruiting officer, State of Hawaii, in a matter of minutes. Army recruiters are adept in getting into a new act, and to use the growth of DDD for Army recruiting is ingenious. But like Topsy, "it just grew" into an Army recruiting message. And it certainly has "grew" as Mr. Ed Rowzee (left) and Mr. R. H. Milburn (right), representatives of the Southern Bell Telephone Company, Danville, look on while Sergeant Hunt makes his overseas call.

## Doubling the Impact



Recruiters from the San Leandro, Calif., Recruiting Station sold the Army career effectively at the third annual Institute on Education at the Arroyo High School in San Lorenzo, Calif. Subject for the Institute was "How youth can prepare for future manpower needs." SFC Guy L. Nichols spoke to many interested youths who stopped by the attractive U. S. Army career booth.



This weapons and equipment display constructed by SFC Leroy Hyman, recruiter at the Mission St. Recruiting Station in San Francisco, Calif., is being used by the Oakland USARMS as a revolving window display.



## Denver Tops in Fifth

## Lesson for Today



Cal Ernest B. Leidhalt (right), adjutant general, Fifth U. S. Army, congratulates Lt Cal D. C. Wilson, commanding officer, Denver USARMS, for outstanding recruiting during the past two quarters. Colonel Leidhalt informed the sales personnel in Denver that their first place standing was indeed a challenge to the other 11 RMS's within the Army area. The Denver USARMS, with over 100 percent "across the board production" during the past six months, is presently in first place for Fiscal Year 1960.



One of the Army's finest schools, the Army Language School at Monterey, Calif., was shown off to advantage to a group of college language students thanks to SFC Jim White (right), recruiter at Chico, Calif., who arranged the tour. This group of 37 students and teachers from Chico State College traveled to Monterey and back by Army bus. They were impressed with the modern teaching techniques and facilities of the school located on a beautiful Monterey Bay. Sgt William French (right rear), Oakland USARMS, drove the bus.

## Disputative



The Hatfields and McCoys of Army recruiting — the Oakland and Los Angeles Recruiting Main Stations — feud goes on forever. They've put their shaatin' airs aside and are now using a new technique in their rivalry. In December, the Oakland USARMS, which encompasses all of Northern California, including San Francisco, took first place among all Sixth U. S. Army RMS's and rubbed salt into the Los Angeles RMS's wound by presenting Lt Col Robert O. Thomas (right in left picture), Los Angeles USARMS commander, with a coffin inscribed "Rest In Peace, Los Angeles Recruiting Main Station." When Los Angeles topped Oakland during the month of March, Colonel Thomas, biding his time, took advantage of the RMS Commanders Training Meeting to present Maj Lloyd E. Rubbelke (left in right picture), Oakland USARMS commander, with a framed picture. The dog in the framed picture, for which full enlistment credit was received, was recruited for the K-9 Corps.



# Serving with Sullivan



## Point of View

By SFC Charles J. Sullivan

How often have you heard first-termers complain that "In the Army you are treated like a juvenile"? Other comments which I hear from time to time go like this: "They won't trust you to make decisions for yourself"; "They tell you when to eat, sleep, and go on pass"; "They won't even trust you to do details that any kid can do."

In answering these complaints, I am compelled to say that the only soldiers I have known, including myself, who were ever treated like juveniles were those who had not proven themselves to be otherwise. As the saying goes, "Respect must be earned."

But, then, there are some who also complain that they have not been given a chance to show what they can do. A major cause of such feelings, it seems to me, is failure to recognize the general magnitude and complexities of the Army organization. Teamwork, which is vital to Army efficiency, is extremely difficult to instill and maintain because of the vast numbers

of men. Considering that there are probably as many varying opinions about how things should be done as there are people involved, can you imagine the result if each new soldier were given a free rein to show what he could do?

Many details which are considered relatively insignificant in the civilian routine have greatly magnified consequences in the Army. One illustration is a case I know of where over two hundred men suffered severe food poisoning as the result of a KP's carelessness in cleaning a food pan. This negligence was deeply regretted by the responsible individual, yet had the contaminated pan been detected and called to his attention prior to the damage, he too might have complained that "they are always checking on you looking for fault."

Of course, this is just one of countless examples of how the Army cannot afford to leave so-called "kid details" to individual discretion. Details dealing with appearances alone have important consequences. If you have ever lived in a barracks where neatness was not enforced,

you know what I am talking about. It isn't long before you find yourself knee deep in somebody else's refuse and your morale drops. Regardless of individual standards, when many share the same responsibility the tendency seems to be to "leave it to Joe." Similar problems of cooperation apply to eating, sleeping, and going on pass. Good Army teamwork demands a systematic schedule for everything.

Another point to consider is that military discipline, like combat training, is important conditioning for future emergencies.

Any soldier, at any time, could conceivably find himself in a position of responsibility which would affect the security of the entire nation. The moral of Franklin's—"For the want of a nail . . . The Kingdom was lost"—is as appropriate today as ever before. Such responsibility can only be entrusted to those of proven reliability. Army discipline is sometimes slowly and painfully accepted, but in the end it promotes teamwork and builds men of juveniles—not juveniles of men.

## Something to Brag About



Suffering a vehicle shortage? Not so in Denver. Lt Col D. C. Wilson, commanding officer, Denver USARMS, receives the keys to a new "fire-engine red" Chevrolet Corvair on loan from Mr. Edward A. Gibson, president of Capitol Chevrolet in Denver. Promotion of this transportation solution is the brainchild of Sergeants Kenneth D. Malone and William L. Ramsey. Present planning, on the part of Mr. Gibson, is to make available to the Army recruiters another four or five new Corvairs.



In spite of inclement weather, thousands line streets in Hartford, Conn., to watch spectacular Loyalty Day parade. The U. S. Army Recruiting Service was well represented by this colorful float. "Choice — Not Chance" is interpreted by the wheel of fortune. The float was co-sponsored by three public-spirited firms in the greater Hartford area — the Hartford National Bank & Trust Co., the Travelers Insurance Co., and Brown Lightning Protection, Inc.





# U. S. ARMY RECRUITING PUBLICITY 'PROPS'



ATTENTION: Recruiters and reenlistment personnel are asked NOT to write to The Recruiting Publicity Center, New York, for any sales aids, radio or television materials, or any other media emanating from MPPD-TAGO, but to make all requests through channels to The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN, in letter form. MPPO's and RMS commanders should screen these requests for unusual amounts and requests should be consolidated as far as possible. MPPD-TAGO has been receiving individual requests from the field for advertising media far in excess of requirements.

## U. S. Army Ads—July 1960

### Army Enlistments

Choose It Yourself—Before Enlistment  
(Inside Front Cover—Duatone)

Street & Smith Yearbooks (football)  
(Full Page—Duatone)

Popular Science

### Army Reenlistments

Leadership Counts When Your Men Need To Know  
(Full Page—Black and White)

Army Times—July 2

Leadership Counts When You Talk Up Re-Up  
(Full Page—Black and White)

Army Times—July 16

Did You Know?  
(Full Page—Four Color)

American Armed Forces Features

### Surgeon General's Office

Handle With Care  
(Full Page—Black and White)

American Journal of Nursing

**DO NOT request any of these materials until after you have received your automatic distribution or they have been listed below as "Now Available For Distribution From MPPD-TAGO."**

### In Production For Automatic Distribution Later

WAC Enlisted Direct Mail Piece

WAC Reenlistment Booklet

Brief Cases

Newspaper Mats

Visual Recruiter Insert Card

Selected For Success (WAC Officer booklet)

Reenlistment Poster "ReCap"—No. 2

Somebody Special (WAC Enl. booklet) (see note\*)

Pocket Guide for MOS Option Folders

WAC Officer Direct Mail Piece

(Note\*—Insufficient funds in the present Fiscal Year will delay the publication of "Somebody Special" listed above. This booklet, a combination of "The Job That Has Everything," "Preview," "The World Is Yours" and "Women's Army Corps," will probably be distributed in the field in early Fall of this year.)

### In Production For Ordering From Stock Later

The World Is Waiting folder

TAKE ONE racks (floor model)

U. S. Army Band Option folder—ME-197

Shells for "Reenlistment Interview Guide"

Combat Specialist booklet

MOS Charts (small) Rev.

Instruction book for MOS Charts

MOS Charts on 35mm Slides

## Now Available For Requisitioning From MPPD-TAGO

Information Request Card for TAKE ONE rack—911-494

Spreading the Word (Public Relations Manual)—611-130

Recruiting Service Logo Mats—71-284

Recruiters Orientation Manual—73-354

Shadow Box (6-frame lighted)—77-28

Welcome Back Home Card—83-600

Identification Plates—810-206

What Are Your Son's Chances Of Making Good—LB-681

Straight Talk About Staying In School—LBX-529

Direct Mail Piece (cards only) For High School Grads and Seniors Only

Army Occupations And You—Revised 1959

The Army And Your Education—LB-326

Enlisted Pay Folder—910-432

Electronics—option folder—LB-671

Military Crafts—option folder—LB-676

Precision Maintenance—option folder—LB-670

Electrical Maintenance—option folder—98-344

Graphics—option folder—LB-677

Combat Specialties—option folder—LB-616

General Technical—option folder—LB-674

Clerical—option folder—LB-673

Motor Maintenance—option folder—98-354

Intelligence—option folder—98-360

U. S. Army Security Agency—option folder—ME-165

STRAC—option folder—911-474

Travel—option folder—911-478

Airborne—option folder—911-476

Choose Before Enlistment (Electronic Theme) 24-sheet billboard poster

Choose Before Enlistment (Road Building Theme) 24-sheet billboard poster (pictured in March R.J.)

Choose Before Enlistment (Road Building Theme car card)

Car Card (missile theme) Choose Before Enlistment

Direct Enlistment for USARADCOM fact sheet—97-256

Sorry I Missed You (recruiter calling card)—910-426

Male Enlisted Die Cuts, 70" Summer and Winter Uniform

Male Enlisted Die Cuts, 24" Summer and Winter Uniform

The Secret of Getting Ahead—97-272

### Women's Army Corps Materials

WAC Enlisted Die Cuts, 67" Summer and Winter Uniform



WAC Enlisted Die Cuts, 21" Summer and Winter Uniform  
After Graduation Make Your Dreams Come True—710-226

### Reenlistment Publicity Materials

Always Ready To Lend A Helping Hand (reenlistment) bill-  
board poster—24-sheet  
Re-Up 11 x 14" window card—89-130  
Cloth to Re-cover Flannel Boards of ACT Kits—812-316  
RE-UP Army Vehicle Decal  
RE-UP Army Bumper Stickers (Scotchlite)—710-248  
Replacement Cards for Reenlistment Interview Guides—84-116  
Career Counselor, 11 x 14" window card without easel—83-632  
The Army As A Career—810-208  
All Present Or Accounted For (booklet) presentation guide for  
the film of the same title—82-546  
90-Day Wondering—handout—810-168  
A Word To The Wives—98-120

### Camden Frame Posters

The last paper Camden poster, welding theme, was issued last month. Henceforth, a 25 x 38" baked enamel on metal, permanent type, will be issued to the Army Recruiting Service. The first to be issued will be "Combat Arms" theme—Infantry-Artillery-Armor, followed by three more, "Specialists In Success," "Travel," and "Choose Before Enlistment." There will be an adaptation of these posters for window cards, 11 x 14". The permanent type Camden frame posters are to be rotated at will by recruiters. A Scotchlite "Liberty Bell" insert for station identification will be furnished for the Camden frames using the permanent type posters.

## Radio

### Transcribed Weekly Programs

#### Army Bandstand

Featuring the music of the U.S. Army Band Orchestra conducted by Major Hugh Curry, this program of 15-minutes has proven very popular with young America listeners. On alternate weeks music makers such as Diahann Carroll, Pat Boone, Warren Covington, George Shearing, etc., climb aboard the *Bandstand*. Tunes and talent appearing on July's programs are:

*Program 108* for release week of July 4 features the U. S. Army Band Orchestra and guest U. S. Army Specialist Steve Lawrence. Steve sings *Just One Of Those Things*, and the U. S. Army Band Orchestra plays *I Hadn't Anyone 'Till You*, *Fascinating Rhythm*, and *When Lights Are Low*.

*Program 109* for release week of July 11 features Pat Boone. Pat sings *Welcome New Lovers*, *Words*, and *Up A Lazy River*.

*Program 110* for release week of July 18 features the U. S. Army Band Orchestra and guest U. S. Army Specialist Steve Lawrence. Steve sings *Put 'Em In A Box*, and the U. S. Army Band Orchestra plays *The Mole*, *My Man Shelley*, and *The Brothers Go To Mothers*.

*Program 111* for release week of July 25 features Diahann Carroll. Diahann sings *Everythings Coming Up Roses*, *Summertime*, and *I Wish I Were In Love Again*.

#### Country Style U.S.A.

Some of the top-notch Country and Western artists appear this month on the Recruiting Publicity Center's weekly transcribed series which continues to be one of the most popular transcribed shows produced by the Recruiting Publicity Center and is currently broadcast by 1,976 stations. The talent for the month of

July includes Lester Flatt, Earl Scruggs, Patsy Cline, Ray Price, and The Jordanares.

*Program 255* for release week of July 4 features Lester Flatt and Earl Scruggs. Flatt and Scruggs sing *I'm Crying My Heart Out Over You*, *If I Should Wander Back Tonite*, and *Cabin On The Hill*. Earl Scruggs plays *Flint Hill Special*.

*Program 256* for release week of July 11 features Patsy Cline with guest Don Abram. Patsy sings *Lovesick Blues*, *When A House Is Not A Home*, and *How Can I Face Tomorrow*. Guest Don Abram sings *Love Walked In*.

*Program 257* for release week of July 18 features Ray Price with guest Del Wood. Ray sings *Please Don't Leave Me Anymore*, *Heartaches By The Number*, *Somebody Else Is Taking My Place*, and *You Done Me Wrong*. Guest Del Wood plays *Alabama Jubilee*.

*Program 258* for release week of July 25 features The Jordanares with guest Johnny Western. The Jordanares sing *A Wonderful Time Up There*, *John Henry*, and *This Little Light Of Mine*. Guest Johnny Western sings *Rollin' Dust*.

### Radio Recruiting—FY '60

In the last fiscal year the United States Army Recruiting Service has experimented with a variety of new ideas for radio programming. Comments from the recently conducted Radio Survey indicate that the "Army Recruiting Service has the freshest, most imaginative developments and offerings in Public Service Programming."

The 2-minute *Programming Plus* series, an entirely new program length and idea for radio recruiting, was mentioned in almost every survey comment as being helpful in current programming policies of the local radio stations. A new approach to spot commercials, specifically the "Graduate Specialist Commercials," drew comment from the program managers as a fresh approach to our primary market.

The greatest "success story of the year" for Army Recruiting was *The Steve Lawrence Show*. Specialist Lawrence, his songs and his guests, sky-rocketed into orbit, and in less than a year his show was placed on over 1700 radio stations around the country. As was announced in a previous issue of this magazine, *The Steve Lawrence Show* was voted the "best 15-minute radio program being offered for public service by any of the Armed Forces." His popularity continues to grow and requests continue to be received. Specialist Lawrence has agreed to continue the program after his discharge this fall.

For the new fiscal year it is planned to produce more commercial discs than last year, because the Radio Survey showed that the majority of the radio stations preferred to receive transcribed discs rather than written copy.

Also, as is outlined in the article below, Army Recruiting's newest 30-minute program, *Topic of Conversation*, will become airborne this fall.

The success of this past year's radio success can be laid to three primary reasons; one, the addition of the handy mail-back card for ordering radio material; two, the addition of the Audition Kit to "sell" program managers our various programs; and three, new interest and sales-ability by the local recruiters. If the past year is any judge, we can look forward to an even better year in FY—'61. It will all depend on our ability to take advantage of every possible opportunity in the radio programming field, and our ability to keep the local radio station program managers advised of the new offerings from the U. S. Army Recruiting Service.

(Continued on page 20)



## Publicity Props (Cont'd)

### Topic of Conversation

The United States Army Recruiting Service is preparing a new series of half-hour radio programs of information, facts and figures about today's youth, designed to reach an adult audience.

There will be 13 programs in the series under the title *Topic of Conversation*. By drawing upon educational leaders and authorities in a variety of fields related to youth, it is hoped that this informational series can present to parents, guidance counselors and other centers-of-influence, the current picture of the problems surrounding today's youth.

Some of the topics to be discussed in this new radio series are: "The American College, Today and Tomorrow," "American Youth Fitness, Today," "American Youth as a Consumer," "How Serious is the Delinquent Problem," "The American Youth as an Automobile Driver," "Youth in the Arts—Drama, Music, Dance, Art and Literature," "Guidance—The Keystone in the Arch of American Education," and "American Youth Ambassadors Around the World."

Some of the outstanding people who have agreed to appear on *Topic of Conversation* are: Dean Mitchell Dreese, George Washington University; Dr. Gilbert Wrenn, Minnesota University; Mr. Richard Fryklund, *Washington Evening Star*; Dr. Shane MacCarthy, Executive Director of the President's Council on Youth Fitness; Col R. W. Sylvester, Educational Liaison Officer, Department of the Army; Lt Bob Anderson, West Point All-American; Mr. Don Layman, Vice President of Scholastic Magazines; Dr. William Kvaraceus, Boston University; Col Carey Jarmon, Superintendent, Maryland State Police; Mr. Sidney Blackmer, distinguished American actor; Mr. Jay Carmody, Drama Critic, *Washington Evening Star*; Mr. Mark Schubart, Dean, Juillard School of Music; Mr. Bennett Cerf, Publisher, Random House; Mr. Eugene Gilbert, President, Eugene Gilbert Research and Co.; Mrs. Enid A. Haupt, Editor and Publisher, SEVENTEEN Magazine; Mr. Louis J. Leskowitz, Attorney General, New York State; and Mr. Andrew J. Seidler, Executive Director of the Youth Council Bureau of the District Attorney's Office, New York City.

Each of these programs explores a particular aspect of interest for the youth of today and, where possible and applicable, a tie-in to the U. S. Army is made. Such items as the Army's desire for young people to remain in high school until they graduate, and the various cultural opportunities available in the Army, have been pointed out in the program.

It is planned to offer this 13-week series to a national radio network and, after its use on this network, to make it available to all local radio stations desiring it.

The program is being produced and directed by 1st Lt Stephen B. Friedheim and will be recorded in New York City and Washington, D. C.

An announcement will be made of the plans for placement and distribution of this radio series in a future issue of this publication.

### The Holiday Album of Music—Radio

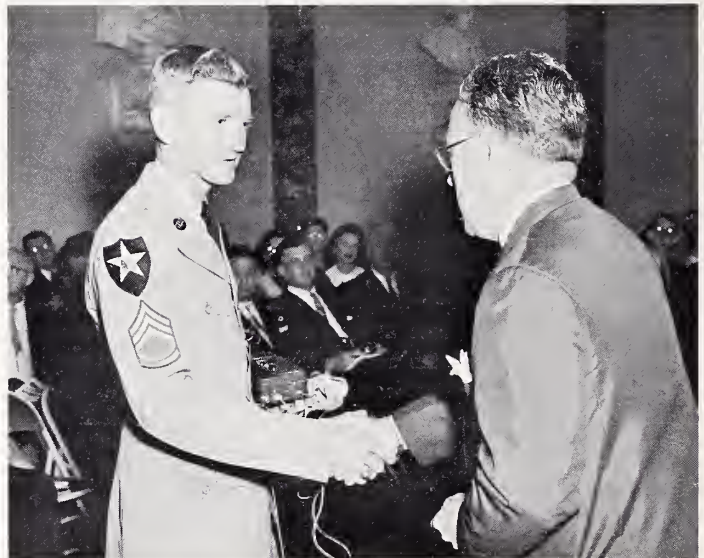
Production of *The Holiday Album of Music* for radio has been delayed. It is hoped that the new album will be available for shipment in the latter part of September. All requests that have been received have been noted and as soon as the production has been completed, the albums will be shipped to those radio stations on the waiting list. MPPD-TAGO will continue to accept requests for this popular album; however, the local radio stations should be advised of the new delivery date.

## Army Hour

The *Army Hour* is proud to announce that for the sixth consecutive year it has won a FREEDOMS FOUNDATION AWARD "For Outstanding Achievement in Bringing About a Better Understanding of the American Way of Life." This most recent award was given to the special *Army Hour* program dedicated to the memory of those soldiers who gave their lives in World War One, and saluting those still living. Brig General Chester V. Clifton, Deputy Chief of Information, received the FREEDOMS FOUNDATION Honor Medal from Dr. Kenneth D. Wells, President of the Foundation at a ceremony in Washington, D. C. Also attending were Lt Col F. K. Tourtellotte, chief, Tele-Radio Unit and SFC Donald Cosgrove, announcer on the *Army Hour*.

As part of its world-wide coverage of Army operations, the *Army Hour* sent its roving reporter, Specialist Billy Crawford, to cover the recent earthquake disasters in Chile. On practically a moment's notice he was ready to accompany three Army field hospital units which rushed to Chile to aid the disaster victims.

This month an *Army Hour* program will feature the story of the tribulations of two soldiers in the Libyan desert of North Africa while searching for the bodies of the remaining four crewmen who went down with the "Lady Be Good" plane during World War Two.



SFC DON COSGROVE, announcer and co-producer of the *Army Hour* is shown being congratulated by Doctor Kenneth D. Wells, president of The FREEDOMS FOUNDATION.

## Network Programs

(These programs are listed for informational purposes only; not available for requisitioning)

### At Ease

Saturdays 1835-1855. Soft music for relaxing mood by the U. S. Army Band Orchestra and Chorus, with all time favorites setting the pace. Over The American Broadcasting Network.

### Songs by Steve Lawrence

Saturdays 1130-1200 (New York broadcast Sundays from 0815-0845 hours). Aired over the Columbia Broadcasting System Network on Saturday mornings featuring songs by Army Specialist Steve Lawrence and the music of the U. S. Army Band Orchestra under the direction of Major Hugh Curry.



Films

Commercial Film

(See AR 360-5 and Change 4, June 19, 1958)

“I Aim At The Stars”

Columbia Pictures Corporation will be sending the Army Recruiting Service posters tying in Army Missilemen with their new film release “I Aim At The Stars” in the near future. This film has the cooperation of the Department of Defense and the Department of the Army.

“I Aim At The Stars” is the exciting life story of a man who has become a legend in his own time—Wernher von Braun—a story that proves vividly that truth can be stranger than fiction. It is authentic, science-fact, not science-fiction. It is the extraordinary story of a most extraordinary man—the romantic, dramatic, and utterly fantastic dream of a boy who gazed at the stars—and knew he would aim to reach them.

This will be an excellent film to tie-in with enlistments for USARADCOM.



Signal Corps

The Signal Soldier

MF 11-9088, 35 minutes, color. Glamorizes the U. S. Army Signal Corps with soft-sell for reenlistments. The film shows Army Signalmen in action at the larger Signal Corps installations in the United States and overseas.

A Century of Army Signals 1860—1960

A Centennial Message from the Chief Signal Officer, United States Army, MF 11-9220, 31 min., 1960, black and white. History, mission, achievements of Signal Corps in the last century, with an introductory centennial message by Chief Signal Officer, Maj Gen Ralph T. Nelson.

OFFICIAL RECRUITING  
BOX SCORE

Where do you stand?

Percentages attained of assigned objectives

April 1960

U.S. ARMY AREA	NPS	PS	WAC	COMBINED
First	75.5	95.0	71.1	78.0
Second	92.5	101.5	87.2	94.0
Third	83.9	98.3	87.0	87.3
Fourth	105.0	122.0	57.7	107.3
Fifth	91.6	119.1	92.9	95.2
Sixth	82.9	114.4	57.1	87.3
Total	88.3	108.2	77.8	91.4
Source: AG 54 Report				

July 1959 through April 1960

U.S. ARMY AREA	NPS	PS	WAC	COMBINED
First	92.4	87.9	81.9	91.6
Second	107.7	103.7	107.3	107.1
Third	91.9	96.4	112.8	93.3
Fourth	107.1	111.3	99.7	107.7
Fifth	94.3	108.6	113.5	96.4
Sixth	98.3	107.9	108.1	100.0
Total	98.2	103.0	104.3	99.1
Source: AG 54 Report				

May 1960 “Flash” Results

U.S. ARMY AREA	NPS	PS	WAC	COMBINED
First	61.2	96.8	91.2	67.0
Second	103.8	118.0	76.2	105.7
Third	97.6	116.1	109.5	102.3
Fourth	131.3	129.7	95.7	129.9
Fifth	100.4	136.4	114.0	105.5
Sixth	87.4	134.3	80.0	95.2
Total	95.6	122.5	94.5	100.2
Source: AG 185 Report				

There’s an abundant supply of the “Choose Before Enlistment” car cards—911-502—(missile theme) in stock. Recruiters desiring a generous supply of these cards, for use at their discretion as window and display cards, may order in liberal amounts. This card was pictured on page 23, March issue of this publication.



# U. S. ARMY EXHIBIT UNIT TENTATIVE SCHEDULE

## CAVALCADE OF PROGRESS

25 June-5 July	International Trade Fair	Chicago, Ill.
18-23 July	Annual Blue Water Festival	Port Huron, Mich.
2- 6 Aug.	4-H County Fair	South Bend, Ind.
8-13 Aug.	Ionia Free Fair	Ionia, Mich.
19-21 Aug.	First Div. War Memorial Dedication	Wheaton, Ill.
26 Aug.-4 Sept.	Iowa State Fair	Des Moines, Iowa
10-15 Sept.	Mid-American Fair	Topeka, Kan.
17-22 Sept.	Kansas State Fair	Hutchinson, Kan.
24 Sept.-1 Oct.	Oklahoma State Fair	Oklahoma City, Okla.
8-23 Oct.	State Fair of Texas	Dallas, Texas

## THIS IS THE ARMY EXHIBIT #1

25-30 July	Kent & Sussex County Fair	Harrington, Del.
9-12 Aug.	Butler Farm Show	Meridian, Pa.
15-20 Aug.	Greater Cumberland Fair	Cumberland, Md.
22-27 Aug.	West Virginia State Fair	Lewisburg, W.Va.
5-10 Sept.	Port Royal Fair	Port Royal, Pa.
18-24 Sept.	Gratz-Dauphine Fair	Gratz, Pa.
29 Sept.-1 Oct.	Preston County Buckwheat Festival	Kingwood, W.Va.
4- 8 Oct.	Dixie Classic Fair	Winston-Salem, N.C.
11-15 Oct.	North Carolina State Fair	Raleigh, N.C.
20-22 Oct.	Burley Tobacco Festival	Abingdon, Va.

## THIS IS THE ARMY EXHIBIT #2

2-10 July	Brockton Agri. Society Fair	Brockton, Mass.
16-18 July	Minneapolis Aquatennial	Minneapolis, Minn.
21-24 July	Dane County Jr. Fair	Madison, Wis.
27-31 July	Green County Fair	Monroe, Wis.
3- 6 Aug.	Gallia County Fair	Gallipolis, Ohio
12-21 Aug.	Illinois State Fair	Springfield, Ill.
31 Aug.-8 Sept.	Indiana State Fair	Indianapolis, Ind.
12-17 Sept.	Four States Fair	Texarkana, Ark.
23 Sept.-1 Oct.	Mid-South Fair	Memphis, Tenn.
7-10 Oct.	Washington Parish Fair	Franklinton, La.
16-19 Oct.	St. Tammany Parish Fair	Covington, La.
21-30 Oct.	Louisiana State Fair	Shreveport, La.

## THIS IS THE ARMY EXHIBIT #3

27 June-4 July	American Legion Fair	Kingsport, Tenn.
18-23 July	Selinsgrove Fair	Selinsgrove, Pa.
9-13 Aug.	Morgan County Fair	Berkeley Springs, W.Va.
19-28 Aug.	Wisconsin State Fair	Milwaukee, Wis.
2-11 Sept.	Michigan State Fair	Detroit, Mich.
19-24 Sept.	Tennessee State Fair	Nashville, Tenn.
29 Sept.-8 Oct.	Southeastern Fair	Atlanta, Ga.
17-22 Oct.	National Peanut Festival	Dothan, Ala.

## MISSILES EXHIBIT

14-21 Aug.	All-Iowa State Fair	Cedar Rapids, Iowa
27 Aug.-5 Sept.	Minnesota State Fair	Minneapolis, Minn.
12-17 Sept.	Clay County Fair	Spencer, Iowa
24 Sept.-1 Oct.	East Texas Fair	Tyler, Texas
3- 8 Oct.	Gregg Exposition & Live-stock Show	Longview, Texas

12-16 Oct.	Southwest Louisiana Fair	Eunice, La.
20-29 Oct.	South Texas State Fair	Beaumont, Texas

## PENTOMIC ARMY (STRAC) EXHIBIT #1

26 June-4 July	International Freedom Festival	Detroit, Mich.
17-23 July	North Dakota State Fair	Minot, N.D.
26-31 July	Cheyenne Frontier Days	Cheyenne, Wyo.
25-28 Aug.	Douglas County Fair	Roseburg, Ore.
31 Aug.-11 Sept.	California State Fair	Sacramento, Calif.
16 Sept.-2 Oct.	Los Angeles County Fair	Los Angeles, Calif.
6-16 Oct.	Fresno District Fair	Fresno, Calif.
19-23 Oct.	Boat Show	Reno, Nevada

## PENTOMIC ARMY (STRAC) EXHIBIT #2

24 June-4 July	Southern California Expos.	San Diego, Calif.
12-17 July	Orange County Fair	Costa Mesa, Calif.
21-31 July	Sonoma County Fair	Santa Rosa, Calif.
4-13 Aug.	Multnomah County Fair	Gresham, Ore.
20-23 Aug.	Benton County Fair	Corvallis, Ore.
5-10 Sept.	South Dakota State Fair	Huron, S.D.
19-24 Sept.	Tri-State Fair	Amarillo, Texas
3- 8 Oct.	Alabama State Fair	Birmingham, Ala.
10-15 Oct.	South Alabama Fair	Montgomery, Ala.
17-22 Oct.	Greater Gulf States Fair	Mobile, Ala.
25-29 Oct.	North Florida Fair	Tallahassee, Fla.
31 Oct.-5 Nov.	South Georgia Legion Fair	Valdosta, Ga.
9-19 Nov.	Greater Jacksonville A & I Fair	Jacksonville, Fla.

## Special Notice



U. S. Army exhibit "Race for Space," on display at the Wilkes-Barre, Pa., USARMS, was reviewed by over 2,000 high school students. This display was arranged in conjunction with film, "Race for Space," an TV Station WBRE. Left to right are MSgt Thomas; Miss Cathleen Scavone (Miss Army Recruiter), Wilkes-Barre area; Capt Bliss H. Croft, commanding officer, Wilkes-Barre USARMS; and Mr. Richard Paul, WBRE public information officer.



# Army's Image Personified

## By BIG PICTURE Soldier-Host

Like all good things, the annual season of active television programming for THE BIG PICTURE series comes to an end with the start of the month of July. For approximately 13 weeks, episodes from the Army's weekly TV show will consist of re-runs—or as is preferred—"the best of the past nine months."

MSgt Stuart Queen, whom we have seen introducing the Army television series each week, has completed his seventh year of close association with the show. Not a contract actor (employed by the Army Pictorial Center) as many outside the Army family have assumed, Queen will complete his 20th year of active duty military service early next year. Never a commercial or part-time radio or TV announcer, he is a product of Army training and experience and devotes his entire time to "selling" the Army. He is a confident, honest but not glittering representative of a proud profession in this age of the

Organization Man. Sergeant Queen is a presenter. Which is to say, he is the image of a very large organization—the United States Army. On camera he doesn't sell Army. He is Army.

But let him speak for himself, which he will gladly do without benefit of teleprompter: "There are only a handful of us in the Army. A very small category of enlisted personnel. Yet, we are telling the story of the Army through the home-town television interview technique, best exemplified by film from Europe with SFC Ed Clarke, a top-notch interviewer, and by personal appearance on TV by MSgt Bill Mansfield, former host on THE BIG PICTURE, and now associated with the U. S. Army Exhibit Unit. Choosing a man for the job, the Army looks beyond the man's ability to act or announce. In front of the camera he must project the very image of the Army. He must speak not only for the Pentagon-level of the

Army, but for the recruiting noncommissioned officer personnel and their families, for everyone connected with the Army."

On the surface, the man-on-camera seems like an awful lot of people for one man to look like, but Queen has done it well. He says "You have to have a businessman-like dignity. You can't behave like you're in the middle of Madison Avenue all of the time."

"A presenter is not a personality. It's almost like method acting. You see, the whole idea is to present the Army so that it and I are the same thing."

What can you say to a soldier who is Mister Army—except to say: "Sergeant Queen, truthfully, do you take all this seriously?"

Queen's answer: "Perhaps, I'm too serious—live, eat and sleep this business."

And so you leave it at that.

A recruiter himself when he "hits the road," Queen, at the drop of a hat or over a coffee cup, will talk Army all the way with people he has never met before. He's proud of it. He has learned a lot. There is no conflict in Queen's personality at all. He's quite patently proud to announce at the end of a program that he is Sergeant Stuart Queen (he never uses the Master Sergeant title), your host for THE BIG PICTURE. He speaks for the soldier and the soldier's family and friends. That's a lot of people to project out of one Modern Green Army uniform.

On Armed Forces Day this year, he willingly consented to travel to Birmingham, Alabama, to work with representatives of all the Armed Forces who were appearing (in most cases for the first time) in a TV production that had all the earmarks of a spectacular "Wide Wide World." Nearly 40 hours were spent in rehearsal time preparing for this half-hour "live" television show on WBRC-TV. But the end product paid off. And this is all that matters to the Sergeant. His decision to retire from the military service in 1961 is not without some regret, but there is a sparkle in his smile when he speaks of plans to continue to support the Army in its information program after stepping out of his uniform into civilian garb.

When asked about a replacement for him on the show, he replies that he hopes to have the 1960-61 season of 39 shows packaged before he retires. What plans the Army will make will have to come in the 1961-62 season for THE BIG PICTURE. And that's a long time off. He is confident that the series has become almost a permanent part of the American TV scene—certainly a household word in the military home.



LT COL F. K. TOURTELLOTT (right), executive producer of THE BIG PICTURE series, points out locations of the 283 stations regularly programming the show in the U. S. to Colonel Sangkhodul, Royal Thailand Army, during his recent visit to the Tele-Radia Unit in the Pentagon.



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Good public relations paid off for SFC Don L. Smith, recruiter at Coolidge, Ariz. Sixteen local business firms sponsored this outstanding full-page ad in the Coolidge Examiner, the local newspaper which covers all of Pinal County. Sergeant Smith figures it would have taken innumerable hours, miles of leg work, and thousands of words to do the selling job accomplished by the ad.